



# The Infineon Partner Program

Together we win

[www.infineon.com/partners](http://www.infineon.com/partners)





# Become a part of our thriving partner ecosystem – together we can unleash our true potential

The Infineon Partner Program is a global ecosystem of qualified companies, who are experts in designing products, solutions or services leveraging Infineon components in 5 key areas: software, hardware, services, tools & end-applications.

Together, our partners and us, share expertise, develop exceptional customer solutions and jointly drive new business opportunities.

Through numerous benefits, resources, and support, our mission is to provide a profitable, comprehensive and sustainable program that fosters mutual growth.

Our partners benefit from new business generation, marketing and promotions, and technical support and enablement.



Long-term, reliable partnerships are a core value of Infineon and a key strategy of our success

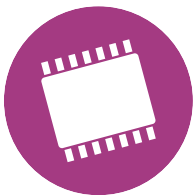
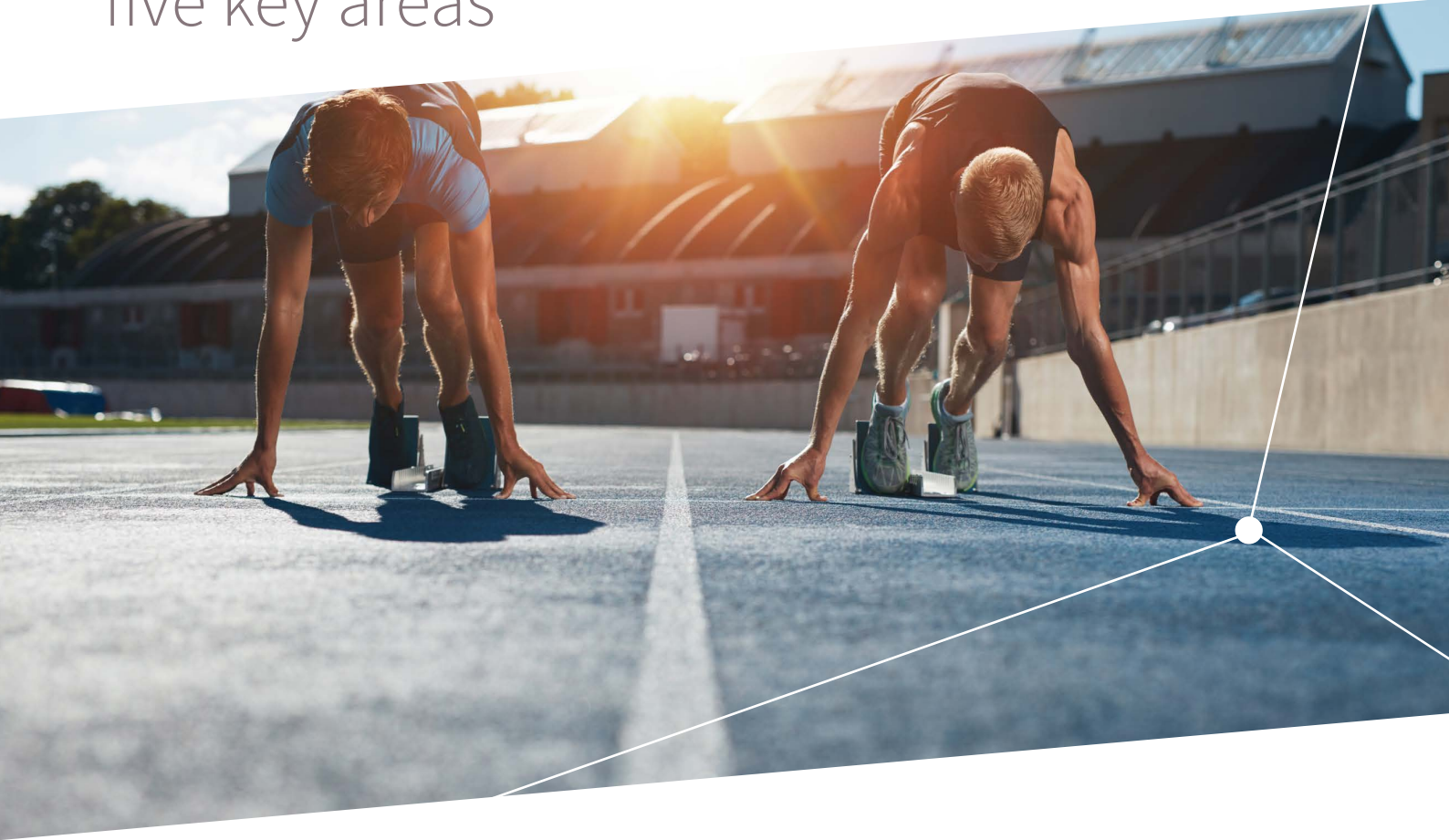
“Partner up with Infineon to make the impossible possible.  
We believe that working together means going faster, reaching further and shaping the business of tomorrow.”

Dr. Helmut Gassel, CMO Infineon Technologies





# Our partners and us jointly create and commercialize value-added solutions in five key areas



## Hardware

Partners manufacturing electronic components, demo boards & turnkey modules

... jointly we create and commercialize value-added solutions, while reaching new buyers



## Software

Partners programming various types of software, algorithms & operating systems

... jointly we enhance our portfolio with complementary components and expand technology know-how



## Tools

Partners designing computer programs for the development of embedded systems

... jointly we enable a complete and immersive development experience for customers



## Services

Partners providing cloud & engineering services, application support or trainings

... jointly we build-up engineering capabilities and offer it to a world-class customer network



## End Application

Partners creating end-products & related applications

... jointly we provide customers with state-of-the-art solutions and innovative use-cases



# Why partner with Infineon?

As a global industry leader and innovator, Infineon offers numerous benefits, resources and support in four key areas to jointly drive new business opportunities.



## Work with an industry leader

Develop side by side with a credible partner and technology leader



## Accelerate the business

Grow by gaining access to a global markets and sales channels



## Extended marketing reach

Benefit from a wide range of promotional channels and activities



## Gain valuable resources

Profit from state-of-the-art products, trainings and marketing support

# Infineon’s partners are classified in three tiers



Associated Partner

**Associate partners** offer knowledge and solutions for specific Infineon products to generate business development.



Preferred Partner

**Preferred partners** provide enhanced market access and offerings based on various Infineon products and application experience.



Premium Partner

**Premium partners** enable significant access to business opportunities and have an extensive know-how and portfolio offering based on Infineon components.

Our partners benefit from new business generation, marketing and promotions, and technical support and enablement

New Business Opportunities & Joint Commercialization		Associated	Preferred	Premium
Partner recommendation to Infineon customer base		✓	✓	✓
Promotion of jointly developed/offered solutions		Selected	✓	✓
Joint exploration of new business ideas		Selected	✓	✓
Promotion of Partner solution/offering to Infineon Sales channels (partner-related value proposition documents)		Selected	✓	✓
Link-up with production partners for prototyping and ramp-up		Selected	✓	✓
Opening up relevant Infineon customer project opportunities to Partner		–	✓	✓
Marketing & Promotion		Associated	Preferred	Premium
General	Use of Infineon’s logo and Partner Program signet	✓	✓	✓
	Use of “Powered by Infineon” trademark for selected incorporated products	✓	✓	✓
Social Media & Newsletter	Partner solution/offering promoted in online marketing channels (e.g. Youtube, LinkedIn, Facebook, WeChat, etc.)	Selected	✓	✓
	Partner highlighted in Infineon’s newsletters	Selected	✓	✓
Infineon Events & Tradeshows	Partner invitation to relevant partnership conferences and/or innovation events	Selected	✓	✓
	Partner solution/offering showcase at relevant tradeshows and/or Infineon sponsored external events	Selected	Selected	✓
Webpage	Partner profile listed in partner section on Infineon’s website	✓	✓	✓
	Partner activities are listed in partner news section on www.infineon.com	Selected	✓	✓
	Display of partner solution/offering on www.infineon.com and/or relevant specialized programs	Selected	✓	✓
	Dedicated partner webpage on www.infineon.com	–	✓	✓
Media Relations	Market News/Press Release of partnership activities	–	Selected	✓
	Internal promotion of Partner solution/offering (e.g. publications, articles, etc)	–	Selected	✓
Advanced	Production of cobranded collaterals (e.g. Pens, note pads for fairs & events, etc.)	–	–	Selected
	Marketing development fund for production of promotions and trainings	–	–	Selected
Technical support, Know-how & Enablement		Associated	Preferred	Premium
Access to Infineon market insights and understanding of customer needs		Selected	✓	✓
Access to available product & application trainings		✓	✓	✓
Priority access to product marketing and sales relevant content		Selected	✓	✓
Priority access to product & application experts and know-how		Selected	✓	✓
Joint (technical) solution development		–	✓	✓
Dedicated partner manager assigned		–	✓	✓
Meet-and-greets with Infineon Management		–	–	✓
Access to technical roadmaps		–	–	Selected
Offering Infineon premises for test-bedding products/solutions and/or access to R&D resources (e.g., innovation lab, testing, etc.)		–	–	Selected

# There are four simple steps to become part of the Infineon Partner Program



Interested in learning more? Schedule a personal call with our Partnership Management Team.

Contact us



## About Infineon

Infineon Technologies AG is a world leader in semiconductor solutions that make life easier, safer and greener. Microelectronics from Infineon is the key to a better future. In the 2019 fiscal year (ending 30 September),

the Company reported sales of €8.0 billion with around 41.400 employees worldwide. With the acquisition of US-based Cypress Semiconductor Corporation in April 2020, Infineon has become a global top 10 semiconductor company.

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